

**SYSTEM AND METHOD FOR INTERACTIVE FUNDRAISING  
OVER A WIDE-AREA NETWORK**

**ABSTRACT**

5           A system and method for on-line, interactive fundraising over a wide-area  
network is provided. The method includes hosting an organization's website  
including a plurality of hyperlinked web pages, displaying one or more virtual  
10       plaque web pages honoring donors, providing one or more donation and payment  
option web pages, the options selectable by a donor, and modifying or otherwise  
updating virtual plaques on the virtual plaque web pages when a donation is  
made. The method further includes creating a personalized donation page for the  
donor. The method further includes providing information about the fundraising  
or the organization in one or more video or audio clips. The video and audio clips  
15       can be incorporated into any web page, such as for example, the virtual plaque or  
the personalized donation page.